

NNAMDI DURUIKE

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Summary

I am a results-driven digital marketing and communications professional with a proven ability to build data-led campaigns that drive customer acquisition and brand equity. By leveraging expertise in SEO/SEM, data visualization, and consumer insights, I transform complex datasets into actionable growth strategies. Comfortable working with leadership to establish reporting systems that measure ROI, optimize channel performance, and scale business growth. I bring a modern approach to digital ecosystems and a natural curiosity for emerging marketing technologies.

Experience

Digital Marketing & Communications Officer

LandWey & Isimi Lagos | Lagos, Nigeria | April, 2023 - Present

- Developed and executed integrated marketing strategies and campaigns across digital and offline channels, increasing brand visibility and audience reach by over 60%.
- Led end-to-end content creation, producing high-performing copy, visuals, and video content for social media, billboards, and digital platforms, contributing to a 45% increase in audience engagement.
- Managed and optimized paid media campaigns across Facebook, Instagram, LinkedIn, Google Ads, and YouTube, generating 1,000+ qualified leads and significantly improving customer acquisition.
- Designed and implemented email marketing campaigns using Mailchimp, achieving average open rates of 25–35% and improving customer retention and conversion rates.
- Collaborated with media partners (both online and offline) to enhance brand positioning, resulting in increased media visibility and strategic partnerships.
- Analyzed campaign performance using digital analytics tools, providing actionable insights that improved campaign ROI by 30%+.
- Planned and managed marketing budgets effectively, optimizing spend to maximize reach, engagement, and lead generation while reducing cost-per-acquisition.
- Developed and executed go-to-market strategies that successfully onboarded 300+ clients, contributing directly to revenue growth.
- Managed and grew social media platforms and communication channels, increasing followership and strengthening brand consistency across all touchpoints.

Product Marketing Executive

Pennytree & Treegar | Lagos, Nigeria | August 2022 - Feb. 2023

- Developed and executed data-driven product marketing and demand generation strategies to support customer acquisition and business growth across digital channels.

- Developed and executed holistic marketing campaigns utilizing innovative strategies including Account-Based Marketing (ABM), influencer partnerships, and automated email nurture sequences to ensure brand sustenance post-launch.
- Led digital media buying initiatives across platforms including Facebook, Instagram, LinkedIn, and Google Ads, optimizing campaign performance and achieving up to 35–50% improvement in conversion rates.
- Built and scaled go-to-market strategies that onboarded 1,000+ businesses, contributing significantly to product adoption and revenue pipeline growth.
- Established and optimized multi-channel marketing campaigns including paid media, email marketing, social media, and partnerships, expanding customer acquisition channels.
- Managed end-to-end communication strategy across social media and email platforms, increasing engagement rates by 40%+ and improving brand consistency.

Business Development Executive

Loanplus Partners | Lagos, Nigeria | Feb. 2022 - Aug. 2022

- Led the expansion of the corporate lending footprint by identifying and onboarding high-growth SMEs, contributing to a 20% month-over-month increase in new credit facility uptake.
- Managed the end-to-end lifecycle of 50+ diverse corporate portfolios, ensuring client satisfaction while maintaining a 95% retention rate through personalized financial advisory and relationship management.
- Leveraged data-driven insights to conduct preliminary creditworthiness assessments, ensuring all onboarded businesses met risk appetite guidelines and maintaining a Non-Performing Loan (NPL) ratio below 3%.
- Developed and delivered high-stakes sales presentations to business owners and stakeholders, effectively communicating the value of specialized credit products to facilitate business expansion for clients.

User Acquisition Intern(Contract)

PennyTree | Lagos, Nigeria | Aug. 2021 - Nov. 2021

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Education & Certificates

Tech Diploma: Data Engineering

Altschool Africa | Lagos, Nigeria | Feb 2025 - March 2026

National Service

National Youth Service Corps | Nigeria | Feb 2024 - Jan 2025

Bachelor's Degree: Geology

Federal University of Technology Owerri | Owerri, Nigeria | Nov 2015 -Jan 2023

Digital Training: Digital Marketing and Google Analytics

Keystone Bank | Nigeria | April 2018- Present

Google Digital Garage & Google Analytics Academy | Global | April 2018- Present

Tech & Tools Proficiency

- HubSpot
- Salesforce
- Slack
- Mailchimp
- Notion
- Chat-GPT
- MongoDB
- PowerBi/Tableau
- Python
- Google Ads
- Google Analytics
- Google Search Console
- Google Tag Manager
- Looker/Data Studio
- Microsoft Suite
- Adobe Creative Suite
- Wordpress
- SQL
- LinkedIn Ads
- Meta Ads
- YouTube Ads
- Hotjar
- Hootsuite
- Klaviyo
- SEMRush
- Google Cloud
- Intercom

Interest

- Finance
- Media
- Blockchain
- Brand Building
- Technology
- Artificial Intelligence
- Music
- Research
- Sport

Contact me by email at duruikennamdi1@gmail.com or by phone at 08164439969 to schedule an interview.